

## CASE STUDY | Waypoint Bank



## The Client

Waypoint Bank was created in the fall of 2000 with the merger of two solid Pennsylvania financial institutions: Harris Savings Bank and York Federal Savings and Loan. For decades, both banks provided a variety of financial services coupled with the highest levels of customer service, which continues under Waypoint.

With \$5.8 billion in assets, Waypoint is the number two bank in market share in its region and the number one bank in market share with headquarters in Pennsylvania. Their main office is located in Harrisburg with 59 branch offices located across eight counties in Pennsylvania and Maryland.

## The Challenge

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## The Solution

After working extensively with the Waypoint marketing team, Livewire and its partner Susquehanna Direct developed a light and colorful kiosk application that taped Waypoint's existing Web site in addition to using special content developed just for the kiosk.

The kiosk application was developed on the Kudos kiosk software platform. Customers' attention is driven to the center of the main menu, which leads them to Waypoint's Internet Banking access. For customers not enrolled in Internet Banking, a series of videos, demonstrations, and the ability to login with a guest user id are provided to help users become more familiar with the tools and benefits of this banking service.

The kiosk was also equipped with a phone handset. Screens featuring various product offerings displayed a "Call Now" button, which when selected, initiated a telephone call to the appropriate department within the bank. An 8.5" thermal printer was provided to allow printing of job applications and other information displayed on the kiosk.

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